MARLBORO COUNTRY NIGHTS DANCE SHOWDOWN '97
BAR NIGHT PROGRAM

The Marlboro Country Nights Dance Showdown Bar Night Program provides Marlboro a platform of interaction with smokers within a friendly environment.

Marlboro Country Nights Dance Showdown is a grassroot program which capitalizes on the current country dance trend.

The competition structure is geared to entice amateur dancers to compete against their fellow community members.

PROGRAM OBJECTIVES

- Capitalize on the current country dance trend among YAMS/YAFS;
- Extend Marlboro imagery where we have equity in a smoker friendly environment; and,
- Generate names for database among YAMs/YAFs.

STRATEGIES

The overall strategy is to conduct a bar night program in key country bars featuring a grassroots on-line Marlboro dance contest. The following elements will be included:

- 3-phase dance competition will be conducted with local competitions leading to regional and national winners;
- Provide themed incentives for name generation;
- Leave behind permanent signage at each club;
- Develop a public relations effort to extend Marlboro's leadership position.

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Source: https://www.industrydocuments.ucsf.edu/docs/zlkm0004

1996 PROGRAM ELEMENTS

The following elements comprise the Marlboro Country Nights Dance Showdown '96 Program:

- A Marlboro on-line dance program will be held in 75 country western clubs (381 nights) in 5 regions with a potential reach of over 300,000 consumers. This dance program will continue to be one of the largest ever sponsored.

- Competition will be held each Friday/Saturday nights in order to maximize name generation efforts against large audiences.

- This competition will be held on a region-by-region basis. The suggested competition time frame is Fall with the National Finals in December.

- The national competition will commence at the local level over a 3-week period. The finalist from each club will then compete in the regional dance competition. The winners from each region will then qualify to participate in the national finals. Each Local Regional and the National Finals will feature a HOST celebrity. The site for the regional and national competitions TBD.

PRIZE STRUCTURE

Local Winners:	1st Place Awards =	$ 500
	2nd Place Awards =	$ 250
	3rd Place Awards =	$ 100
Regional Winners:	1st Place Awards =	$ 1,500
	2nd Place Awards =	$ 1,000
	3rd Place Awards =	$ 500
National Winners	1st Place Awards =	$10,000
	2nd Place Awards =	$ 5,000
	3rd Place Awards =	$ 2,500

ON SITE ACTIVITIES

Name generation will be conducted in each bar. Banners, neons etc. will be left behind.

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Essentially, Marlboro visibility will reinforce its imagery at each bar during this time period.

ADVERTISING

A media schedule will be devised to support each region. Local ROP will highlight the dance club program. Each participating club will also be responsible for promoting the dance competition.

In addition to ROB ads, we recommend advertising the club night program in *Country America* magazine. *Country America* will also be involved in further supporting our name generation promotional activities.

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Source: https://www.industrydocuments.ucsf.edu/docs/zlkm0004